

INSTITUT KEUSAHAWANAN NEGARA BERHAD

REQUEST FOR PROPOSAL FORMAT

FOR INSKEN START UP COACHING  
PROGRAMME

**PART A : COMPANY PROFILE (20%)**

Company/Business Name	:	Info Minda Sdn Bhd
Registration No	:	IM - 075631 - D
Year Incorporated	:	2013
Address & Phone No	:	Info Minda Sdn Bhd No 8-1, Jalan Usahawan 7, Pusat Bandar Damansara 50450 Kuala Lumpur No Tel: 03 - 8314 6666 No Fax: 03 - 8314 7777
Shareholder(s)/ Partner(s) & Highest Academic Qualifications & Working Experience	:	a) Encik Abu Bin Ali MSc in Supply Chain Management (USM), 1984, Director of Operation TNB  b) Puan Fatimah Ahmad Advanced Diploma in Business Studies (Majoring in International Business) (ITM Shah Alam), 1990, Senior Manager (10 years of experienced in customer relationship & corporate serProduct Development, Supply Chain, Operations Management)
Team members line up & Specialisation, Highest Academic Qualifications & Working Experience	:	a) Encik Abu Bin Mokhtar MBA (UTM), Senior Consultants, SIRIM Berhad (12 years of experienced in Product Development, Supply Chain, Operations Management)

		b) Encik Azman Bin Johan BBA Marketing (University of Adelaide), Senior Sales Manager (15 years of experienced in Business Development, Sales and Client Engagement Management)
Last year turnover (2017)	:	RM3,456,531.40
Full Employee(s)	:	15
Experience in industry	:	21 years
Experience in training	:	5 years
Track Record	:	<p><u>Business to Consumer (B2C)</u> Trained 3,000 participants throughout the country on various topics such as supply chain, operations management, enterprise resource planning etc.</p> <p><u>Business to Business (B2B)</u></p> <ul style="list-style-type: none"> <li>a) Petronas</li> <li>b) Sime Darby Motor</li> <li>c) UMW Toyota</li> <li>d) Suruhanjaya Koperasi Malaysia (SKM)</li> <li>e) Kementerian Kemajuan Luar Bandar &amp; Wilayah (KKLW)</li> <li>f) Dewan Perniagaan Melayu Malaysia (DPMM)</li> </ul>

**PART B: PROGRAMME SPESIFICATIONS, TENTATIVE & INSTRUCTIONAL GUIDE (60%)**

i. Programme Specifications - Coaching

Programme	:	START-UP COACHING PROGRAMME (CAFE & RESTAURANT)
Code	:	STC03 – CAFÉ & RESRAURANT
Mode	:	Coaching

<b>Tenure</b>	:	Within 6 months
<b>Objective</b>	:	<ol style="list-style-type: none"> <li>1. To guide entrepreneurs to scale up their businesses through coaching by the industry player (as a coach) for them to achieve their business goals and promoting growth.</li> <li>2. To ensure entrepreneurs learn and apply business technical know-how in their business to be sustainable and more resilient.</li> <li>3. To equip entrepreneurs with relevant knowledge and understanding on current trends, issues, and challenges in order to be sustainable within the industry.</li> </ol>
<b>Target Participant</b>	:	Based on INSKEN's requirements
<b>Content</b>	:	<p>Proposed area of coaching that you think important to scale-up business:</p> <ol style="list-style-type: none"> <li>1. xx</li> <li>2. xx</li> </ol>
<b>Submission by &amp; Address</b>		<p>Info Minda Sdn Bhd  No 8-1, Jalan Usahawan 7,  Pusat Bandar Damansara  50450 Kuala Lumpur  No Tel: 03 – 8314 6666  No Fax: 03 – 8314 7777  Contact name : Pn Azizah binti Abu  (012 – 345 6789)</p>
<b>Coach, Highest Academic &amp; social media accounts (Linkedin, FB, Twitter &amp; Instagram)</b>	:	<p>Encik Abu Bin Ali  MSc in Supply Chain Management (USM)Linkedin  : Abu Ali  Facebook : Info Minda  Twitter : Info Minda Instagram  : Info Minda</p>
<b>Make your pitch (Not more than 30 words &amp; avoid generic pitches)</b>		We have 15 years' experience in managing and operating multiple chain of restaurants.

ii. Programme Specifications - Diagnostic Workshop

<b>Activity</b>	:	<b>Industry Specific Diagnostic Workshop</b>
<b>Code</b>	:	<b>STC03 - CAFÉ &amp; RESRAURANT</b>
<b>Mode</b>	:	<b>Sharing Session (Business Talk)</b>
<b>Tenure</b>	:	<b>3 Days</b>

<b>Objective</b>	:	<ol style="list-style-type: none"> <li>1. To equip the entrepreneurs with relevant knowledge, current trends, issues and challenges in the industry</li> <li>2. Application of the said knowledge</li> </ol>
<b>Content</b>	:	<p>Please state the proposed topics/module related:</p> <ol style="list-style-type: none"> <li>1. The landscape of cafe &amp; restaurant industry</li> <li>2. xx</li> <li>3. xx</li> </ol>

### Programme Tentative

<b>Masa</b>	<b>Tarikh: Hari: Pertama</b>	<b>Tarikh: Hari: Kedua</b>	<b>Tarikh: Hari: Ketiga</b>
8.00 – 9.00 am	Pendaftaran Peserta	<b>Sarapan pagi</b>	
9.00 – 10.30 am	Pembukaan dan Pengenalan dari pihak INSKEN  Sesi penerangan mengenai Sesi Diagnostik dan IPRO/MYNEPT/Akurjanji dari pegawai INSKEN	<i>Industry Fundamental</i> oleh Industry Coach (Bahagian 1)	Pembentangan Sesi Diagnostik oleh peserta (Sesi 2)
10.30- 11.00 am	<b>Minum Pagi</b>		
11.00–11.30am	Sesi Ice breaking Industry Coach dan Biskaunselor	<i>Industry Fundamental</i> oleh Industry Coach (Bahagian 2)	Pembentangan Sesi Diagnostik oleh peserta (Sesi 3)
11.30am–1.00pm	Sesi Transformasi Minda Bersama Biskaunselor (Bahagian 1)		
1.00 – 2.30 pm	<b>Makan Tengahari, Solat &amp; Rehat</b>		
2.30 – 3.30 pm	Sesi Tranformasi Minda Bersama Biskaunselor (Bahagian 2)	Sesi Lawatan Penanda Aras @ Study Visit	Pembentangan Sesi Diagnostik oleh peserta (Sesi 4)
3.30 –4.00 pm			
4.00 – 4.30 pm	<b>Minum Petang</b>		
4.30 – 5.30 pm	Sesi Tranformasi Minda Bersama Biskaunselor (Bahagian 3)	Sesi Lawatan Penanda Aras @ Study Visit	Bersurai
5.30 – 8.00 pm	<b>Makan Malam, Solat &amp; Rehat</b>		
8.30 – 10.00 pm	Sesi Tranformasi Minda Bersama Biskaunselor (Bahagian 4)	Pembentangan Sesi Diagnostik oleh peserta (Sesi 1)	

SAMPLE

iii) Instructional Guide

Slot	Time	Duration	Title	Learning Outcome	Activity	Material
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					•	•
					•	•
					•	•
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**PART C : PROPOSED COSTING (20%)**

No	Item	Cost Per Unit (RM)	Unit	Total Cost (RM)
<b><u>Delivery for 25 pax, Coaching and Industry Specific Workshop</u></b>				
1	Coaching Fee - (25 pax x 5 times)			
2	Travelling & Accommodation - (Coaching to meet all participants at their venue, please estimate travelling in peninsular Malaysia and coaching trip is suggested by region travel)			
3	Delivery - Industry Specific Workshop (3 days), including Module Development			
4	Stationeries, workbooks and equipment			
5	Misc.			
	<b>Total</b>			

Note: The costing is subject to further negotiation